

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	)	
	)	
Stephen Dull et al.	)	Group Art Unit: 3624
	)	
Application No.: 10/804,720	)	Examiner: Parker, Brandi P.
	)	
Filed: March 19, 2004	)	Confirmation No.: 7513
	)	
For: BRAND VALUE MANAGEMENT	)	
	)	

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT AND RESPONSE**

In reply to the Final Office Action mailed February 3, 2010, the period for response being until May 3, 2010, and accompanied by a Request for Continuing Examination, please consider the following:

**Amendments to the Claims** are reflected in the listing of claims in this paper on page 2.

**Remarks/Arguments** follow the amendment sections of this paper on page 16.